USDA Weekly Retail Turkey Feature Activity

Fri. Mar 07, 2014

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/07 thru 03/13.

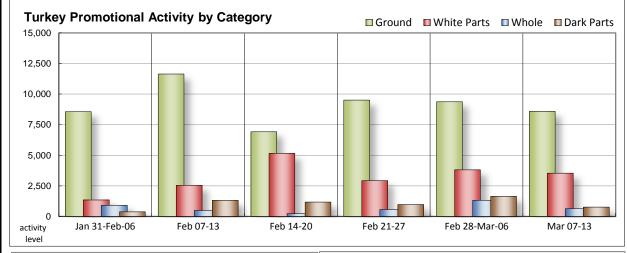
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

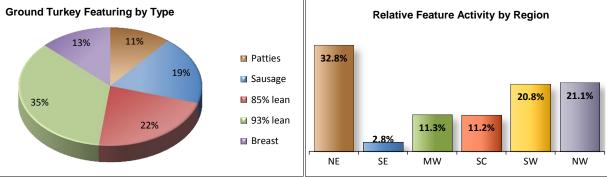
NATIONAL SUMMARY												
	LAST	YEAR										
1/		WEEK of 22,900		WEEK of 22,900	41.1% of 23,200 outlets 2.1%							
Feature Rate 1/		tlets		tlets								
Special Rate 4/		7%	1.	.0%								
Activity Index 2/	17	,780		,690		,320						
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
WHOLE BIRDS:												
Fresh - Hens												
- Toms												
Frozen - Hens	320		710		830							
" - Toms	320	0.99	600	1.04	240	0.99						
PARTS:												
Breast:												
Bone-in, whole												
Fresh	30		120		20							
Frozen	1,350	1.81	1,920	1.80	570	1.95						
Split, bone-in												
Fresh												
Rotisserie	720		140		800							
Boneless, whole	70		50		10							
Cutlets	320	5.08	410	5.21	350	5.06						
Cutlets, thin sliced			240	4.99	100	4.99						
Strips			230	5.45								
Tenders	150	4.58	250	4.75	120	4.99						
Marinated Tenders	900	4.56	450	4.22	70	4.08						
Drumsticks	160	1.76	480	2.14	70	1.87						
Thighs	130	1.86	230	2.51	70	2.32						
Wings	40	1.72	480	2.14	40	1.69						
Necks	120	1.77	130	1.72	10	1.29						
Smoked Drumsticks	70	2.14	110	2.37	190	2.01						
Smoked Wings	160	2.05	110	2.18	190	1.82						
Smoked Necks	90	2.10	100	2.14	180	1.79						
GROUND TURKEY:	8,580	3.38	9,370	3.49	8,450	3.11						
Patties	940	3.70	670	3.80	130	3.95						
Sausage	1,610	3.44	1,560	3.45	820	3.51						
85% lean	1,910	2.72	2,540	2.63	2,960	2.58						
93% lean	3,020	3.25	2,340	3.21	4,220	3.24						
Breast	1,100	4.50	2,260	4.90	320	4.57						
Rolls (frsh/frz 1 lb.)	1,700	1.90	840	2.43	600	2.34						
Specialty ^{5/}												
Patties	40	4.99			10	4.99						
93-94% lean	1,530	4.56	1,480		380	3.52						
Breast	980	5.04	1,240	6.48	20	4.99						

Note: rolls & specialty not included in ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retail feature activity slows on turkey items as retailers give more ad space to Lenten specials. Shoppers will find more opportunities to save with the increase in no-price ads this week. Fewer stores offer frozen hens and toms, but prices are lower and worth a second look. Offerings decline on frozen bone-in breasts however ads are still plentiful; prices are slightly higher. There are more ads for rotisserie breasts; prices are sharply higher. Featuring slows on boneless white parts with the exception of marinated tenders. You won't find as many ads on dark parts, but where featured prices are mostly lower. Ground turkey offerings slow; the weighted average price is lower due to fewer promotions for ground breast. The 93% lean is back to being the most actively promoted grind. Deli feature activity increases on both service deli and self-service deli. Advertised prices on service deli turkey are lower on processor brands, higher on private brands. Offerings on self-service deli increase on processor brands, decrease on private brands; prices are mostly higher.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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	NORTH	HEAST U.S.		SOUT	HEAST U.S.	MIDWEST U.S.				
	(CT,DE,MA,MD,M	E,NH,NJ,NY,PA,I	RI,VT)	(AL,FL,GA,M	S,NC,SC,TN,VA,W	'V)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 41.0% of 4,200 sampled outlets 7.7% of stores w/ no-price promotions Activity Index = 2,380			
Special Rate ^{4/} Activity Index ^{2/}	2.3% of stores wa	Index = 7,620	otions	11.2% of stores	000 sampled outle w/ no-price promo ty Index = 900	otions				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		
W. 101 E DIDDO										
WHOLE BIRDS: Fresh - Hens										
" - Toms										
Frozen - Hens	0.99	270	0.99							
" - Toms	0.99	270	0.99							
PARTS:	0.00	210	0.00							
Breast:										
Bone-in, whole										
Fresh	2.99	10	2.99							
Frozen	1.29 - 1.99	150	1.88	1.29 - 1.79	30	1.50	0.99 - 1.79	470	1.54	
Split, bone-in										
Fresh										
Rotisserie	7.99 - 8.49	530	8.47	8.49	60	8.49				
Boneless, whole	3.99 - 6.97	70	5.56							
Cutlets	3.99 - 5.99	190	5.13	5.99	20	5.99	3.99 - 4.99	110	4.84	
Cutlets, thin sliced										
Strips										
Tenders							3.99 - 4.99	150	4.58	
Marinated Tenders	3.73 - 4.79	670	4.60	4.79	60	4.79	4.66	20	4.66	
Drumsticks	2.49	10	2.49	1.29	10	1.29	1.39 - 2.28	130	1.76	
Thighs	2.49	10	2.49				1.69 - 2.28	120	1.81	
Wings	2.49	10	2.49	1.39	10	1.39	1.49	20	1.49	
Necks							1.49 - 1.79	120	1.77	
Smoked Drumsticks	1.68 -	30	1.94	2.29	40	2.29				
Smoked Wings	1.99	90	1.99	1.79 - 2.37	60	2.14	1.99	10	1.99	
Smoked Necks	1.99	20	1.99	1.79 - 2.39	60	2.16	1.99	10	1.99	
GROUND TURKEY:										
Patties	2.99 - 3.99	400	3.50	3.29	10	3.29	2.99 - 3.50	80	3.23	
Sausage	2.99 - 4.34	1,090	3.53	3.19 - 3.50	70	3.39	2.63 - 3.50	140	3.08	
85% lean	1.92 - 3.58	1,100	2.79	2.50 - 2.99	240	2.56	2.33 - 2.50	70	2.46	
93% lean	2.91 - 3.84	1,320	3.30	2.99 - 3.45	140	3.25	2.49 - 3.49	420	3.00	
Breast (99-100% lean)	4.16 - 5.38	410	4.99	4.16	10	4.16	3.99	110	3.99	
Rolls (frsh/frz 1 lb.)	1.67 - 1.99	110	1.74	1.67	40	1.67	1.67 - 2.99	240	2.91	
Specialty ^{5/}										
Patties	4.99	40	4.99							
93-94% lean	3.39 - 5.00	770	4.18	5.00	40	5.00	3.50 - 5.00	160	4.77	
Breast	5.00 - 6.99	50	5.92	Nove (545) 204 4474			and ABACHA O / DCBAndra			



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	SOUTH C	ENTRAL U.S.		SOUTHWEST U.S.					NORTHWEST U.S.			
	(AR,AZ,CO,KS,L	A,MO,NM,OK,TX	,UT)		(C	A,HI,NV)	(AK,ID,MT,OR,WA,WY)					
Feature Rate 1/	47.2% of 4,20	0 sampled outlet	ts	64.7% of 2,800 sampled outlets					71.0% of 1,200 sampled outlets			
Special Rate 4/	3.5% of stores w/	no-price promo	tions	0.0%	of stores v	// no-price promo	5.5%	5.5% of stores w/ no-price promotions				
Activity Index 2/	Activity I	ndex = 2,360			Activity Index = 3,180				Activity Index = 1,340			
·	Price Range Summary				Range	Summary	У	Price	Range	Summ	ary	
	(\$/pound)	Stores V	Vtd Avg	(\$/p	ound)	Stores W	/td Avg	(\$/p	ound)	Stores	Wtd Avg	
WHOLE BIRDS:												
Fresh - Hens												
" - Toms												
Frozen - Hens	0.99	50	0.99									
" - Toms	0.99	50	0.99									
PARTS:												
Breast:												
Bone-in, whole												
Fresh	2.99	20	2.99									
Frozen	1.79 - 1.99	430	1.85	1.79	- 1.99	240	1.80	1.99	- 6.99	30	5.49	
Split, bone-in												
Fresh												
Rotisserie					7.99	130	7.99					
Boneless, whole												
Cutlets												
Cutlets, thin sliced												
Strips												
Tenders												
Marinated Tenders	4.19	50	4.19					3 33	- 4.66	100	4.35	
Drumsticks	7.10	30	7.10		1.49	10	1.49	0.00	4.00	100	7.00	
Thighs					1.40	10	1.40					
Wings												
Necks												
Smoked Drumsticks												
Smoked Wings												
Smoked Necks												
GROUND TURKEY:												
Patties				3.79	- 3.99	380	3.97		3.99	70	3.99	
Sausage	2.79 - 3.67	210	3.28]	3.27	30	3.27		3.27	70	3.27	
85% lean	2.39 - 2.80	110	2.50	2.39	- 3.19	350	2.77	2.00	- 2.39	40	2.14	
93% lean	2.99 - 3.24	380	3.18		- 3.59	430	3.23	3.19	- 3.99	330	3.46	
Breast (99-100% lean)	4.13 - 4.39	290	4.41	0.00	3.99	250	3.99		- 5.58	30	4.91	
Rolls (frsh/frz 1 lb.)	1.00 - 2.99	430	1.85		1.67	550	1.67		1.67	330	1.67	
Specialty 5/												
Patties												
93-94% lean	5.00	340	5.00					3.99	- 5.00	220	4.96	
	- · · · ·	1										



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/07 thru 03/13.

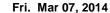
(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAF	RY			NORTHEAST U.S.		SOUTHE	SOUTHEAST U.S.			
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,N	(AL,FL,GA,MS,NC,SC,TN,VA,WV)			
	70.7% o	f 22,900	63.7% o	f 22,900	58.7% o	f 23,200							
Feature Rate 1/	sto	res	sto	res	sto	res	85.4% of 4,700 s	ampled outlets	75.3% of 5,900	75.3% of 5,900 sampled outlets			
Antivity Index 2/	E0.	720	42	240	20	250	Activity Inde	ex = 14,430	Activity Inc	Activity Index = 11,970			
Activity Index 2/	50,	720	43,	340	30,	250	Price Range	Summary	Price Range	Summary			
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores W	td Avg		
SERVICE DELI - Turkey													
Category 1													
Processor Brand	6,330	7.95	3,930	8.05	7,390	8.24	5.99 - 9.99	2,360 8.13	6.99 - 8.99	1,280	7.56		
Private Brand	1,680	7.50	1,880	7.42	2,450	7.56	5.99 - 7.99	1,590 7.49					
Category 2													
Processor Brand	4,150	5.82	4,240	5.97	3,090	5.90	4.98 - 6.99	860 5.86	4.99 - 5.99	330	5.65		
Private Brand	3,810	6.63	2,500	6.47	960	5.49	4.99 - 6.99	530 5.58	5.98 - 6.99	1,120	6.40		
Category 3													
Processor Brand	1,230	3.65	1,290	3.85	920	3.68	3.98 - 4.98	450 4.01	2.97 - 4.49	340	3.33		
Private Brand	160	5.11	70	4.29	60	4.98	5.48	40 5.48					
Turkey Ham													
Processor Brand	310	4.25	200	3.52	470	3.87	3.99 - 4.99	210 4.69	4.99	20	4.99		
Private Brand													
Turkey Pastrami													
Processor Brand	430	4.46	80	3.95	260	4.82	3.79 - 4.99	280 4.44	4.99	20	4.99		
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	4,720	7.52	2,820	7.69	3,310	7.49	5.97 - 9.99	1,330 7.64	5.99 - 7.99	2,790	7.36		
Private Brand	380	6.49	1,860	6.76	510	7.97							
Category 2													
Processor Brand	320	5.07	210	4.91	420	4.99	4.99	70 4.99					
Private Brand	20	5.38	190	5.87	220	5.92							
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	11,400	3.21	9,240	3.08	8,500	3.17	2.00 - 4.00	3,300 3.31	1.97 - 3.99	1,680	3.30		
Private Brand	2,740	2.86	2,740	3.11	610	2.81	2.99 - 3.00	230 2.99	2.79 - 3.00	2,350	2.81		
Turkey 16 oz													
Processor Brand	1,660	5.00	940	4.99	550	5.09	4.79 - 5.99	160 5.20	4.99	230	4.99		
Private Brand			40	3.99									
Chicken 7-10 oz													
Processor Brand	10,790	3.21	8,950	3.09		3.20		2,790 3.28	2.98 - 3.99	1,600	3.34		
Private Brand	590	3.11	2,160	3.05	550	2.85	2.99 - 3.00	230 2.99	3.00	210	3.00		

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)





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	MIDW	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHW	EST U.S.	NORTHWEST U.S.			
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L	A,MO,NM,OK,TX,UT)	(CA,F	II,NV)	(AK,ID,MT,OR,WA,WY)			
Feature Rate 1/	00.00/ -5.4.000	\	50.00/ -5.4.00/	Na amaria di anglata	00 00/ - 10 000		63.7% of 1,200 sampled outlets			
		sampled outlets	· ·) sampled outlets	68.6% of 2,800 s	•				
Activity Index 2/	Activity Index = 8,260 Price Range Summary		Price Range	ndex = 7,680 Summary	Price Range	dex = 5,990 Summary	Activity Index = 2,390 Price Range Summary			
	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound) Stores Wtd Avg		(\$/pound) Stores Wtd Avg			
SERVICE DELI - Turkey	(4/200110)	Otoros Titaring	(φ,ροαα)	Ctoroc Triaring	(4, p = a a)	Clored Triaring	(4, p = a.i.a)	Cio.co manig		
Category 1										
Processor Brand	5.99 - 9.99	960 7.40	6.99 - 9.99	900 7.98	7.99 - 10.99	400 9.40	6.99 - 12.99	430 8.01		
Private Brand	6.99 - 10.99	60 7.63	6.99 - 7.99	30 7.74						
Category 2										
Processor Brand	4.88 - 6.99	1,460 5.73	4.99 - 5.49	1,110 5.61	5.99 - 6.99	370 6.91	4.99 - 5.99	20 5.47		
Private Brand	4.99 - 7.99	680 5.55	5.99 - 7.99	600 7.23	7.99	550 7.99	7.99	330 7.99		
Category 3										
Processor Brand	3.89 - 3.99	80 3.95	2.99 - 3.69	260 3.30	3.59 - 3.99	100 3.80				
Private Brand				120 4.99						
Turkey Ham										
Processor Brand	3.49	10 3.49	2.39	20 2.39	2.99 - 3.29	50 3.04				
Private Brand										
Turkey Pastrami										
Processor Brand	3.99 - 5.99	110 4.40			4.49	20 4.49				
Private Brand										
SERVICE DELI - Chicken										
Category 1										
Processor Brand	5.99 - 9.99	330 8.31	6.99 - 8.99	230 7.67	6.59 - 7.99	40 6.87				
Private Brand	5.99 - 6.99	220 6.04	5.99 - 7.99	110 6.42			6.99 - 9.99	50 8.59		
Category 2										
Processor Brand	4.95 - 5.99	80 5.32			4.99	170 4.99				
Private Brand	3.99 - 5.98	20 5.38								
SELF-SERVICE DELI										
(dollars per tub or pouch)										
Turkey 7-10 oz	4.00 0.00	4.750 0.00	0.00 0.00	0.000 0.40	0.00 0.50	4.000 0.00	0.00 0.50	700 0.00		
Processor Brand Private Brand	1.99 - 3.99 3.00	1,750 2.82 20 3.00	2.00 - 2.69 3.09	2,030 3.13 10 3.09	2.99 - 3.50 3.50	1,920 3.36 130 3.50	2.69 - 3.50	720 3.36		
Turkey 16 oz	3.00	20 3.00	3.09	10 3.09	3.50	130 3.50				
Processor Brand	3.99 - 4.99	730 4.89	3.79 - 4.99	230 4.63	4.99 - 5.99	190 5.11	5.99	120 5.99		
Private Brand	J.33 - 4.33	750 4.09	3.73 - 4.33	230 4.03	4.33 - 0.33	190 3.11	5.55	120 5.55		
Chicken 7-10 oz										
Processor Brand	1.99 - 3.99	1,730 2.83	2.00 - 2.79	2,030 3.13	2.99 - 3.50	1,920 3.36	2.69 - 3.50	720 3.36		
Private Brand	3.00	20 3.00	2.00 2.70	_,000 0.10	3.50	130 3.50	2.00 0.00	1.20 0.00		
1 Tivate Blatta	0.00	20 0.00	1	I	0.00	100 0.00	l .	L		

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

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